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ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT RESTORAN BAKMI KERING HAJI AMAN

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Abstract

Competition in the current era of globalization is highly competitive due to changes in people's lifestyles when it comes to food consumption. In the culinary world, one promising field of food is restaurants. There are various types of restaurants or eateries in Singkawang, but what is commonly found are restaurants or eateries serving noodle dishes. The limited number of noodle restaurants presents an opportunity that is capitalized on by Haji Aman's Dry Noodle Restaurant to compete in this field. The objective of this research is to determine whether there is an influence of product quality and service quality on customer satisfaction at Haji Aman's Dry Noodle Restaurant. The research method used is descriptive quantitative, collecting data through questionnaires with a sample of 100 respondents. The research results show that product quality and service quality have a positive impact on customer satisfaction at Haji Aman's Dry Noodle Restaurant.

Keywords: product quality, service quality, and customer satisfaction.

INTRODUCTION

The current global competition is highly competitive, especially in the products and services sector, such as food. Globalization has influenced changes in people's lifestyles in consuming food and has driven the growth of the tourism sector. This has sparked innovation in the culinary world to attract the interest of visitors. The growth of the tourism sector has boosted the food business because food is a fundamental need for everyone. Cities with thriving tourism sectors have become the target of food entrepreneurs because visitors require food as a basic necessity. Restaurants are a promising food business, especially in Singkawang, where there are many restaurants serving Bakmi (noodles). Competition is becoming increasingly fierce in Singkawang due to the numerous restaurants offering Bakmi dishes. To succeed in this tough competition, Restoran Bakmi Kering Haji Aman should focus on product quality and customer service. This restaurant has been in operation for 11 years at Jl. A. Yani, No.16, Sedau, South Singkawang, Singkawang City, West Kalimantan.

The table below shows the sales performance of Restoran Bakmi Kering Haji Aman from 2016 to 2018.

Table 1 Restoran Bakmi Kering Haji Aman Realization Of Bakmi Sales

Tahun	Jumlah Pelanggan	Penjualan (Dalam Rupiah)	Persentase
2016	16.167	414.373.000	-
2017	14.554	383.497.000	(7,45)
2018	19.706	521.825.000	36,07
2019	22.365	643.297.000	23,28
2020	14.187	475.451.000	(26,09)

Sumber : Restoran Bakmi Kering Haji Aman, 2021

Globalization has created a competitive environment in the products and services sector, including food. It has transformed people's lifestyles in food consumption and driven the growth of the tourism sector, impacting the culinary world. The food business, especially restaurants, has become promising due to food being a fundamental necessity. In Singkawang, Bakmi restaurants have gained popularity, but the competition is increasing. To succeed in this competition, Restoran Bakmi Kering Haji Aman, which has been operating for 11 years, should focus on product quality and customer service. Its location is at Jl. A. Yani, No.16, Sedau, South Singkawang, Singkawang City, West Kalimantan. The table below shows its sales performance from 2016 to 2018.

Table 2. Restoran Atau Rumah Makan Bakmi Yang Terdapat Di Kota Singkawang

No.	Nama Restoran/RM	Alamat
1	Bakmi Ayam 26	Jl. Alianyang
2	Bakmi Ayam Jamur	Jl. Kridasana
3	Bakmi Ayam Jamur Singkawang	Jl. Tani No. 89B
4	Bakmi Kering Nikon	Jl. Alianyang No. 4
5	Bakso Sapi Bakmi Ayam 68	Jl. Pangeran Diponegoro No. 68
6	Mie Kering Dian	Jl. Yos Sudarso No. 11
7	Nita Mie	Jl. M. Suni No. 23

Sumber: Data Lapangan, 2021

The level of competition in the Halal Noodle business in Singkawang is considered moderate, with seven restaurants operating in the same sector. Although the competition is moderate, entrepreneurs need to maintain the quality of their products and services to remain competitive. Annual sales data shows fluctuations caused by factors affecting customer satisfaction levels at Restoran Bakmi Kering Haji Aman. The difference in strategies among competitors and the company's primary focus on product and service are the main focus of this research. The main question is whether the quality of products and services has an impact on customer satisfaction in the restaurant.

Customer satisfaction is a top priority in the business as it influences long-term loyalty. Product quality, pricing, and service must always be considered in the culinary business. Good product and service quality contribute to customer satisfaction, while neglecting product and service can lead to poor satisfaction levels. Consumers play a crucial role in evaluating quality. Therefore, the author is interested in conducting research with the title "Analysis of the Influence of Product Quality and Service Quality on Customer Satisfaction at Restoran Bakmi Kering Haji Aman." This research aims to understand the impact of product and service quality on customer satisfaction at the restaurant.

Marketing is a complex activity aimed at conveying information about products or services to consumers, including offering, negotiation, and product distribution. It is a crucial part of business activities, both on a large and small scale, and the speed of the marketing process can influence business success. According to Sunyoto's definition, marketing is a business function that identifies the needs and desires of consumers that must be fulfilled through products or services. According to Adisaputro, marketing is related to identifying and satisfying human and social needs with the aim of benefiting the company. The goals of marketing involve product description, product design, promotion, advertising, and communication with consumers to attract their interest in purchasing the company's products. Marketing can also create brand images and draw people's attention to the offered products.

In general, a product refers to anything that can be sold and offered to the market with the aim of satisfying consumer desires or needs. Several definitions that describe products include:

1. According to Oentoro, a product is a tangible or intangible item that can be traded.
2. According to Tjiptono, a product is the producer's subjective understanding of "something" that can be offered to achieve organizational goals by fulfilling the needs and desires of consumers, in line with the organization's competencies and capacities, as well as market purchasing power.
3. According to Kotler and Keller, a product encompasses everything that can be offered to the market to satisfy desires or needs, including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas.

Therefore, a product encompasses various elements such as physical goods, services, places, and more, which can be used or consumed to fulfill market needs or requirements. Quality products are a key element in offering products and services that provide superior customer value, and this is at the core of building a strong brand.

If a product falls far below expectations, consumers will be disappointed, but if the product meets their expectations, consumers will feel satisfied. Customer expectations can be determined from their own experiences when using the product, information from others, and information obtained from advertising or other promotions. Therefore, customer satisfaction is the most important aspect because customer satisfaction serves as the benchmark for the success of a company. The more satisfied customers are, the more loyal they become to the company. They will continue to consume the same products and may even promote the products or services to others.

Customer loyalty or brand loyalty is the result of customer satisfaction with the product or brand they consume, which motivates them to continue purchasing that product. Customer loyalty can be defined as a positive attitude of customers toward a brand, indicating a strong desire to repurchase the same product in the present and future. Brand loyalty and customer loyalty are terms often used interchangeably because they have similar meanings. According to Lupiyoadi (2013), there are three approaches to understanding customer loyalty:

- a. Behavioral Approach: Focuses on consumer behavior after the purchase, such as the level of repurchase, frequency, and the likelihood of making repeat purchases.
- b. Attitude Approach: Views customer loyalty from the perspective of psychological involvement, favoritism, and positive feelings toward a particular service or brand.

c. Integrated Approach: Combines two variables to create a more comprehensive concept of customer loyalty.

Brand loyalty is highly dependent on the level of customer satisfaction. The more satisfied a customer is with a brand, the more likely they are to remain faithful and loyal to that brand. Loyal customers are those who initially like the brand and continue to use it.

Framework of Thought

In this research, to facilitate its implementation, the author has constructed a framework of thought that can be used as a reference for hypotheses, as shown in Figure 1.1 below:

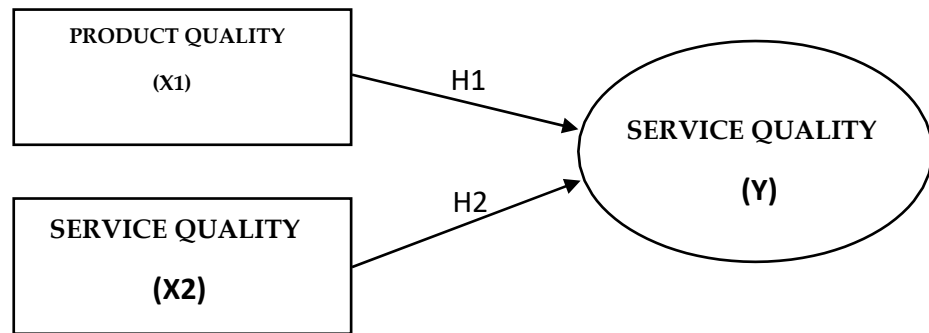


Fig 1 Frame Of Mind Image

Hypotheses

H1 = Product quality (X1) has a positive influence on customer satisfaction (Y) at Restoran Bakmi Kering Haji Aman Singkawang.

H2 = Service quality (X2) has a positive influence on customer satisfaction (Y) at Restoran Bakmi Kering Haji Aman Singkawang.

METHOD

Type of Research

The research method used is descriptive quantitative, with data collection using a questionnaire from a sample of 100 respondents.

Variable Operation

Table 3 Operational Definitions And Research Indicators

No	Variable Study	Definition Operational	Indicator	Scale Measurement
2	Service quality	Quality is a combination of attributes and characteristics that determine the extent to which the output can meet customer requirements. Customers are the ones who determine and evaluate how far these characteristic attributes meet their needs. (Lupiyoadi, 2013: 212) There are	1. Berwujud (<i>tangible</i>) 2. Keandalan (<i>reliability</i>)	Likert Scale

five dimensions of service quality as follows:

(X2)	a. Tangibles	3. Ketanggapan (responsiveness)	4. Jaminan dan kepastian (assurance)	5. Empati (empathy)
3	Customer Satisfaction (Y)	Consumer satisfaction is defined as a situation where consumer expectations for a product match the reality received by consumers (Sangadji and Sopiah, 2014: 181)	1. Product Quality 2. Quality of Service 3. Price	Likert Scale

Sumber: Data Olahan, 2021

Population and Sample

Population refers to the entire set of specific characteristics of all objects under study. In the year 2020, Restoran Bakmi Kering Haji Aman had a total of 14,187 customers, and the sample is a portion of the population selected to represent the entire population. Using a sample in research helps overcome limitations of manpower and time, especially when the population is very large.

The formula used to determine the sample size is the Slovin formula with a margin of error of 10%. This formula is used to calculate the sample size that can reflect the characteristics of the larger population.

In using the Slovin formula, a result of 99.3 was obtained as the sample size that reflects the larger population. However, for ease of analysis, the author rounded this number to 100. Therefore, the sample size used in this research is 100 respondents. The criteria set by the author for respondents are those who have visited Restoran Bakmi Kering Haji Aman at least once, and each respondent is only allowed to fill out one questionnaire.

RESULT AND DISCUSSION

1. Respondents Based on Gender

The author selected 100 respondents who have previously visited Restoran Bakmi Kering Haji Aman as the sample for this research. Respondents' characteristics include gender, age, highest level of education, occupation, and monthly income, which are described in Table 3.1

Table 4 Respondents Based On Gender

No	Gender	Number of Respondents	Percentage (%)
1	Man	59	59
2	Woman	41	41
Amount		100	100

Sumber: Data primer yang diolah, 2021

Based on Table 3.1 above, it can be seen that the number of male respondents is 59 people or 59 percent, and the number of female respondents is 41 people or 41 percent. From this data, it is evident that there are more male respondents compared to female respondents.

Respondents Based on Age

Table 5 Respondents By Age

No	Age	Amount Respondent	Percentage (%)
1	< 21	43	43
2	21 – 30	40	40
3	31 – 40	10	10
4	41 – 50	6	6
5	> 50	1	1
Total		100	100

Sumber: Data primer yang diolah, 2021

Based on Table 3.2 above, it can be seen that respondents who are under 21 years old are 43 people or 43 percent, those aged 21-30 years are 40 people or 40 percent, those aged 31-40 years are 10 people or 10 percent, those aged 41-50 years are 6 people or 6 percent, and those aged 50 years and above are 1 person or 1 percent. From this data, it is evident that there are more respondents under the age of 21 compared to the other age groups.

Respondents Based on Education

Tabel 6 Responden Berdasarkan Pendidikan

No	Last education	Amount Respondent	Percentage (%)
1	SD	6	6
2	SMP	14	14
3	SMA	52	52
4	D3	4	4
5	S1	22	22
6	S2	2	2
Total		100	100

Sumber: Data primer yang diolah, 2021

Based on Table 3.3 above, it can be seen that respondents with the last educational attainment of elementary school (SD) are 6 people or 6 percent, junior high school (SMP) are 14 people or

14 percent, senior high school (SMA) are 52 people or 52 percent, Diploma (D3) are 4 people or 4 percent, Bachelor's degree (S1) are 22 people or 22 percent, and Master's degree (S2) are 2 people or 2 percent. From this data, it is evident that there are more respondents with a last educational attainment of senior high school (SMA) compared to other levels of education.

Respondents Based on Occupation

Tabel 7 Respondents Based On Job

No	Respondent's Occupation	Amount Respondent	Percentage (%)
1	Student	18	18
2	Private	29	29
3	Self-employed	19	19
4	PNS	15	15
5	TNI/Polri	4	4
6	Etc	15	15
Jumlah		100	100

Sumber: Data primer yang diolah, 2021

Based on Table 3.4, the majority of respondents are employed as private employees, which is 29 people or 29 percent, making it the highest number compared to other types of occupations. Therefore, it can be concluded that the number of respondents working as private employees is higher than other occupations in this sample.

Respondents Based on Income

Tabel 8 Respondents Based On Income

No	Monthly Income	Amount Respondent	Percentage (%)
1	< Rp2.000.000	34	34
2	Rp2.000.000 – Rp3.000.000	28	28
3	> Rp3.000.000 – Rp4.000.000	19	19
4	> Rp4.000.000 – Rp5.000.000	13	13
5	> Rp5.000.000	6	6
Total		100	100

Sumber: Data primer yang diolah, 2021

Based on Table 3.5, it can be concluded that the majority of respondents have a monthly income of less than 2 million rupiahs, which is 34 people or 34 percent. This indicates that the number of respondents with a monthly income of less than 2 million is higher than respondents with other income levels in this sample.

Respondents' Responses Regarding Product Quality (X1)

the analysis provided, it can be concluded that respondents' responses to the variable Product Quality (X1) measured through the mentioned indicators have an average score of 4.26. This score falls within the range of 4.21-5.00, indicating that respondents' responses to the product quality of Restoran Bakmi Kering Haji Aman are classified as very high. In other words, respondents, in general, have a very positive perception of the product quality offered by the restaurant, with most indicators yielding scores in the very high and high categories.

Respondents' Responses Regarding Service Quality (X2)

the analysis provided, it can be concluded that respondents' responses to the variable Service Quality (X2) measured through the indicated indicators have an average score of 4.27. This score falls within the range of 4.21-5.00, indicating that respondents' responses to the service quality of Restoran Bakmi Kering Haji Aman are classified as very high. In other words, respondents, in general, have a very positive perception of the service quality provided by the restaurant, with most indicators yielding scores in the very high and high categories.

Respondents' Responses Regarding Customer Satisfaction (Y)

the analysis provided, it can be concluded that respondents' responses to the Customer Satisfaction variable (X3) measured through the indicated indicators have an average score of 4.25. This score falls within the range of 4.21-5.00, indicating that respondents' responses to customer satisfaction are classified as very high. In other words, respondents, in general, feel very satisfied with various aspects related to the restaurant, including the quality of the dishes, service, facilities, and employee attitudes. Most indicators yield scores in the very high and high categories, indicating a high level of satisfaction among the respondents.

Recapitulation Results

Based on Table 3.9 above, in the summary of results, it can be seen that the mean score for the Service Quality variable (X2) is the highest at 4.27, categorized as very high. On the other hand, the mean score for the Customer Satisfaction variable (Y) is the lowest at 4.25, also categorized as very high.

Validity Test Results

Tabel 9 Validity Test Results

No	Variabel	Indicator	F	Sig	Information
1	Product Quality (X1)	1	0,731	0,000	Valid
		2	0,659	0,000	Valid
		3	0,617	0,000	Valid
		4	0,639	0,000	Valid
		5	0,739	0,000	Valid
		1	0,687	0,000	Valid
		2	0,711	0,000	Valid
		3	0,672	0,000	Valid
		4	0,710	0,000	Valid

2	Service Quality (X2)	5	0,694	0,000	Valid		
		6	0,682	0,000	Valid		
		7	0,672	0,000	Valid		
		8	0,604	0,000	Valid		
		9	0,602	0,000	Valid		
		10	0,764	0,000	Valid		
		11	0,644	0,000	Valid		
		12	0,650	0,000	Valid		
		13	0,753	0,000	Valid		
		14	0,685	0,000	Valid		
		15	0,654	0,000	Valid		
		3	Customer Satisfaction (Y)	1	0,671	0,000	Valid
				2	0,625	0,000	Valid
				3	0,609	0,000	Valid
				4	0,619	0,000	Valid
5	0,698			0,000	Valid		
6	0,733			0,000	Valid		
7	0,704			0,000	Valid		
8	0,682			0,000	Valid		
9	0,741			0,000	Valid		
10	0,789			0,000	Valid		

Sumber: Data primer yang diolah, 2021

Based on Table 3.10 above, it can be observed that the questions for both the independent variables (product quality and service quality) and the dependent variable (customer satisfaction) each have a significance value of 0.000 or 0 percent. Therefore, it can be concluded that all the questionnaire items (indicators) within all variables are valid because all questionnaire items have significance values below 0.05 percent.

Reliability Test

Tabel 10 Reliability Test Results

No	Variable	Alpha Cronbach	>	Standard	Information
1	Product quality (X1)	0,706	>	0,600	Reliable
2	Service quality (X2)	0,917	>	0,600	Reliable
3	Satisfaction Customer (Y)	0,876	>	0,600	Reliable

Sumber: Data primer yang diolah, 2021

Based on Table 3.11 above, it can be seen that the Conbrach's Alpha value of the test results for all variables is greater than 0.600, so it can be concluded that all question items are reliable.

Normality test

Tabel 11 Normality Test Results One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.97015035
Most Extreme Differences	Absolute	.065
	Positive	.050
	Negative	-.065
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Sumber: Data primer yang diolah, 2021

You can verify whether residual data is normally distributed using a P-P Plot in SPSS. If the residual data follows the diagonal line on the plot, then the assumption of normal distribution is met. If it deviates significantly from the diagonal line, then the assumption is not met. Verifying the assumption of normal distribution is crucial in regression analysis to obtain reliable results. If the assumption is not met, you may need to consider appropriate data transformations or alternative methods.

Linearity Test

Tabel 12 Linearity Test Results

No	Variable	Deviation from linearity Sig.	Information
1	Product Quality (X1)	0,179	Linear
2	Service Quality (X2)	0,163	Linear

Sumber: Data primer yang diolah, 2021

Based on Table 3.13, it can be observed that the Deviation from Linearity values for the Product Quality variable (X1) is 0.179 and for the Service Quality variable (X2) is 0.163. Therefore, it can be concluded that both variables have a linear relationship because both variables have Deviation from Linearity values greater than 0.05.

Multicollinearity Test

Tabel 13 Multicollinerity Test Results

No	Variable	Collinearity Statistics		Information
		Tolerance	VIF	
1	Product Quality (X1)	0,175	5,699	Not occur
2	Service Quality (X2)	0,175	5,699	Not occur

Sumber: Data primer yang diolah, 2021

Based on Table 3.14, it can be seen that the Tolerance value for the Product Quality variable (X1) is 0.175, and for the Service Quality variable (X2), it is also 0.175. From this data, it can be concluded that both variables have Tolerance values greater than 0.10.

3.10 Heteroscedasticity Test

Tabel 14 Heteroskedasticity Test Results

No	Variable	Significance Value (Sig.)	Information
1	Product Quality (X1)	0,293	Not occur
2	Service Quality (X2)	0,206	Not occur

Sumber: Data primer yang diolah, 2021

Based on Table 3.15, it can be observed that the significance values for the Product Quality variable (X1) are 0.293 and for the Service Quality variable (X2) are 0.206. From this data, it can be concluded that there is no issue of heteroskedasticity in the regression model because the significance values for both variables are greater than 0.05.

Results of Multiple Linear Regression Analysis

Tabel 15 Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0,699	0,959		-0,728	0,468
Kualitas Produk (X1)	0,360	0,105	0,174	3,429	0,001
Kualitas Pelayanan (X2)	0,554	0,034	0,817	16,069	0,000

Sumber: Data primer yang diolah, 2021

Based on Table 3.16, the multiple linear regression equation can be formulated as follows:

$$Y = 0.174X1 + 0.817X2$$

In this equation:

- The coefficient 0.174 indicates a positive relationship between product quality (X1) and customer satisfaction (Y).

- The coefficient 0.817 indicates a positive relationship between service quality (X2) and customer satisfaction (Y).

Thus, both hypotheses proposed in this study are accepted. It means that product quality and service quality have a positive influence on customer satisfaction at Restoran Bakmi Kering Haji Aman Singkawang.

Partial Test Results

Tabel 16 Partial Test Results (Statistical Test T)

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	-0,699	0,959		-0,728	0,468
Kualitas Produk (X1)	0,360	0,105	0,174	3,429	0,001
Kualitas Pelayanan (X2)	0,554	0,034	0,817	16,069	0,000

Sumber: Data primer yang diolah, 2021

Based on Table 3.17, the results of the partial or t-test analysis can be explained as follows:

a. The Influence of Product Quality (X1) on Customer Satisfaction:

- The t-test result for the product quality variable (X1) yields a t-value of 3.429 with a significance value of 0.001.

- The t-table value is 1.98, and since the t-value > t-table value and the significance value < 0.05, this indicates that the product quality variable (X1) has a significant influence on customer satisfaction.

b. The Influence of Service Quality (X2) on Customer Satisfaction:

- The t-test result for the service quality variable (X2) yields a t-value of 16.069 with a significance value of 0.000.

- The t-table value is 1.98, and since the t-value > t-table value and the significance value < 0.05, this indicates that the service quality variable (X2) has a significant influence on customer satisfaction.

Therefore, the t-test results indicate that both product quality (X1) and service quality (X2) have a significant influence on customer satisfaction in this study.

Simultaneous Test

Tabel 17 Simultaneous Test Results (F Statistical Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2025,732	2	1012,866	1054,412	0,000
Residual	93,178	97	0,961		
Total	2118,910	99			

Sumber: Data primer yang diolah, 2021

Based on Table 3.18, it can be seen that the calculated F-value is 1054.412, and the tabulated F-value is 3.09. This indicates that the calculated F-value > tabulated F-value with significance < 0.05. From this data, it can be concluded that the independent variables, namely product quality (X1) and service quality (X2), together have an influence on the dependent variable, namely customer satisfaction (Y).

Derermination Coefficient Test

Tabel 18 Determination Coefficient Test Results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,978	0,956	0,955	0,98010

Sumber: Data primer yang diolah, 2021

Based on Table 3.19, it can be seen that the obtained coefficient of determination is 0.956. This means that 95.6 percent of customer satisfaction is influenced by product quality and service quality, while the remaining 4.4 percent is influenced by other factors.

CONCLUSION

Based on the results of research and data analysis regarding the influence of product quality and service quality on customer satisfaction at the Bakmi Kering Haji Aman Restaurant, the following conclusions can be drawn:

The results of research on respondents' perceptions using a Likert scale can be concluded as follows: In the research, respondents' perceptions were assessed using a Likert scale for the variable Product Quality (X1). The analysis of the five indicator questions presented to the respondents revealed an average rating of 4.26. This rating falls within the range of 4.21 to 5.00. Consequently, it can be concluded that respondents have a very high perception of product quality. Their perception of the quality of products at Restoran Bakmi Kering Haji Aman is highly favorable. In the research, respondents' perceptions were assessed using a Likert scale for the variable Service Quality (X2). The analysis of the fifteen indicator questions presented to the respondents revealed an average rating of 4.24. This rating falls within the range of 4.21 to 5.00. Consequently, it can be concluded that respondents have a very high perception of service quality. Their perception of the quality of services at Restoran Bakmi Kering Haji Aman is highly favorable. In the research, respondents' perceptions were assessed using a Likert scale for the variable Customer Satisfaction (Y). The analysis of the ten indicator questions presented to the respondents revealed an average rating of 4.25. This rating falls within the range of 4.21 to 5.00. Consequently, it can be concluded that respondents have a very high level of customer satisfaction. Their perception of various aspects related to the restaurant, including food quality, service quality, facilities, and staff attitude, is highly satisfactory.

The results of the multiple linear regression analysis can be concluded as follows: The regression coefficient for the Product Quality variable (X1) is positive at 0.174, indicating a positive relationship between product quality and customer satisfaction. Therefore, it can be concluded that the first hypothesis is accepted, meaning that Product Quality (X1) has a positive effect on Customer Satisfaction (Y) at Restoran Bakmi Kering Haji Aman Singkawang. The regression coefficient for the Service Quality variable (X2) is positive at 0.817, indicating a positive relationship between service quality and customer satisfaction. Therefore, it can be

concluded that the second hypothesis is accepted, implying that Service Quality (X2) has a positive effect on Customer Satisfaction (Y) at Restoran Bakmi Kering Haji Aman Singkawang. Then the VIF value for the product quality variable (X1) is 5.699 and for the service quality variable it is 5.699. From these data it can be seen that these two variables have a VIF value of less than 10. So it can be concluded that the regression model does not have multicollinearity problems.

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